

**HOLIDAY RETAIL PROMOTIONS FEATURING POULTRY** (Prices effective through December 25)

**December Holidays 2004**
**EASTERN U.S.** - CT,DE,DC,GA,FL,MA,ME,MD,NC,NH,NJ,NY,PA,RI,SC,VA,VT,WV

**WHOLE TURKEYS**

(10-24 lbs. whole birds; prices in dollars per pound unless otherwise noted; all information from publicly available sources including store circulars, newspaper ads, and retailer websites)

Market	Outlet	Label	Conventional		Kosher		Organic		Free Range		Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	
Connecticut	A&P Foodmart	Butterball	1.39						1.89		
		Murray's		0.49							
		Riverside	0.99								
	Shady Brook										
	Big Y	Butterball	1.29	1.19							
	Food Emporium	Butterball	1.39								
D'Artagnan						3.99					
Shady Brook											
	Plainville Farms	0.99						2.99			
Shaw's	Butterball	1.19	1.09							w/ store card	
	Perdue	1.19								w/ store card	
Shaw's		0.99								w/ store card	
	Wild Harvest							1.99		w/ store card	
ShopRite	ShopRite		free							w/ certificate	
Price Chopper	"		0.89							w/o certificate	
	Butterball	1.29									
Washington, DC	Giant	Plainville									
		Shady Brook	0.99						1.99		
	Safeway	Butterball	1.29	1.19							
		Carolina		0.89							
	Perdue		0.89								
Shady Brook	0.89										
Safeway	Shady Brook	0.99									
Shopper's	Marval		0.68								
Super Fresh	Butterball	1.39									
	Honeysuckle		0.49								
	Jennie-O		0.49								
	Murray's							1.89			
Shady Brook	0.99										
Delaware	Acme	Butterball	1.39								
		Lancaster	1.19								
	Giant	Butterball	1.29	1.19							
		Carolina		0.89							
		Perdue		0.89							
Shady Brook	0.89										
Pathmark	Shady Brook	0.99									
Shopper's	Shady Brook	0.88									
	No Label		0.68								

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Market	Outlet	Label	Conventional		Kosher		Organic		Free Range		Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	
<b>Delaware</b> (continued)	ShopRite	ShopRite "		free 0.89							w/ certificate w/o certificate
	Super Fresh	Butterball Honeysuckle Jennie-O Murray's Shady Brook	1.39	0.49 0.49					1.89		
	Wegman's	Wegman's	1.49								
<b>Florida</b>	Albertson's	Honeysuckle	1.19								w/ store card
	Food Lion	Butterball		0.89 1.29							w/ store card w/o store card
	Harris Teeter	Butterball HT Premium Hen " " Tom		0.99 0.69 0.59							
	Publix	Butterball Publix	1.39 1.19	0.99 0.69							
	Winn-Dixie	No Label "	1.19 1.39	0.79 0.89							w/ store card w/o store card
<b>Georgia</b>	Food Lion	Butterball		0.89 1.29							w/ store card w/o store card
	Harris Teeter	Butterball HT Premium Hen " " Tom		0.99 0.69 0.59							
	Ingles	Butterball "	1.59 1.89	0.89 1.19							w/ store card w/o store card
	Kroger	Butterball Honeysuckle	1.29 1.19	0.99 0.99							
	Publix	Butterball Publix	1.39 1.19	0.99 0.69							
	Winn-Dixie	No Label "	1.19 1.39	0.79 0.89							w/ store card w/o store card
<b>Maine</b>	Shaw's	Butterball Perdue Shaw's Wild Harvest	1.19 1.19 0.99	1.09					1.99		w/ store card w/ store card w/ store card w/ store card
<b>Maryland</b>	Acme	Butterball Lancaster	1.39 1.19								
	BJ Wholesale	Butterball Perdue	0.99 0.89								

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Market	Outlet	Label	Conventional		Kosher		Organic		Free Range		Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	
<b>Maryland</b> (continued)	Food Lion	Butterball	1.49	0.89							w/ store card
		"	1.69	1.29							w/o store card
		Marval		0.89							
		Butterball		1.29							
	Food Rite	Butterball		0.99							
		Farm Fresh		0.69							
		Round Hill	0.99								
	Giant	Butterball	1.49	1.29							w/ store card
		"	1.29	1.19							w/o store card
		Shady Brook	1.29								w/ store card
		" "	0.99								w/o store card
		Carolina		0.89							w/ store card
		"		0.99							w/o store card
		Perdue		0.99							
	Magraders	Butterball		0.99							
		Empire				1.59					
		Perdue		0.99	0.99						
	Mars	Butterball		0.99							
		Carolina		0.79							
		Shady Brook	0.89								
	Martins	Empire				1.49					w/ store card
		"				1.79					w/o store card
		Honeysuckle		0.79							w/ store card
		"		0.99							w/o store card
		Pitman Farms					1.99				w/ store card
		" "					2.49				w/o store card
		Shady Brook	0.99								w/ store card
		" "	1.19								w/o store card
	Safeway	Wampler		0.69							w/ store card
				0.99							w/o store card
		Butterball	1.49	1.29							
		Honeysuckle		1.19							
		Empire				2.39					
	Shopper's	Marval		0.99							w/ club card
		Shady Brook	1.29								
		Butterball	0.98								
		Honeysuckle	0.98								
		Marval	0.68								
		Shady Brook	0.88								

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Market	Outlet	Label	Conventional		Kosher		Organic		Free Range		Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	
Maryland (continued)	Super Fresh	Butterball	1.39	1.19							w/ store card w/o store card
		Honeysuckle		0.49							
		Jennie-O		0.49							
		"		0.89							
		Perdue	1.19	0.79							
	Shady Brook	0.99									
	Wegman's	Wegman's	1.49								
	Weis	Butterball	1.29								w/ store card
"		1.49								w/o store card	
Empire					1.29						
Round Hill		0.99								w/ store card	
" "	1.19									w/o store card	
Massachusetts	Big Y	Butterball	1.29	1.19							
	Price Chopper	Butterball	1.29	0.99							
		Plainville							1.99		
		Shady Brook	0.99								
	Shaw's	Butterball	1.19	1.09							w/ store card
		Perdue	1.19								w/ store card
	Shaw's	0.99								w/ store card	
	Wild Harvest							1.99		w/ store card	
	Roche Bros.	Farm Fresh	0.89								w/ \$25 purchase; limit 1
	Victory	Victory	0.89								
New Hampshire	P&C Food	Butterball	1.49	1.29							
		Gold Label	0.99								
		Honeysuckle		1.19							
		Riverside		0.89							
	Price Chopper	Butterball	1.29	0.99							
		Plainville							1.99		
		Shady Brook	0.99								
	Shaw's	Butterball	1.19	1.09							w/ store card
Perdue		1.19								w/ store card	
Shaw's		0.99								w/ store card	
Wild Harvest								1.99		w/ store card	
	Victory	Victory	0.89								
New Jersey	A&P Foodmart	Butterball	1.39								
		Murray's							1.89		
		Riverside		0.49							
		Shady Brook	0.99								
Acme	Butterball	1.39									
	Lancaster	1.19									

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Market	Outlet	Label	Conventional		Kosher		Organic		Free Range		Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	
<b>New Jersey</b> (continued)	Food Emporium	Butterball	1.39								
		D'Artagnan					3.99				
		Shady Brook	0.99								
		Plainville Farms							2.99		
	Foodtown	Shady Brook	1.09								
	Genuardi's	Butterball	1.49								
		Jaindl		1.29							
		Manor House		0.79							
		Shady Brook	0.99								
	Giant	Butterball	1.29	1.19							
		Carolina		0.89							
		Perdue		0.89							
		Shady Brook	0.89								
	Pathmark	Shady Brook	0.99								
	ShopRite	ShopRite		free							w/ certificate
		"		0.89							w/o certificate
	Super Fresh	Butterball	1.39	1.19							
		Honeysuckle		0.49							
		Jennie-O		0.49							
		Murray's							1.89		
		Shady Brook	0.99								
	Wegman's	Wegman's	1.49								
<b>New York</b> <b>Metro NYC</b>	A&P Foodmart	Butterball	1.39								
		Murray's							1.89		
		Riverside		0.49							
		Shady Brook	0.99								
	Chanatry's	Butterball		1.19							
		Honeysuckle		0.89							
		Pilgrim's Pride		0.89							
		Shady Brook	1.19								
	D'Agostino	Murray's							1.99		
		Shady Brook	0.99								
	Food Emporium	Butterball	1.39								
		D'Artagnan					3.99				
		Shady Brook	0.99								
		Plainville Farms							2.99		
	Foodtown	Shady Brook	1.09								
	Gristedes	Empire		1.89							
		Shady Brook	1.59								

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Market	Outlet	Label	Conventional		Kosher		Organic		Free Range		Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	
New York  Metro NYC (continued)	King Kullen	King Kullen		0.99							
		Pilgrim's Pride		0.99							
		Shady Brook	1.19								
	Pathmark	Shady Brook	0.99								
	Pioneer	Shady Brook	1.19								
	Quality Markets	Butterball	1.49	1.29							
		Gold Label	0.99								
		Honeysuckle		1.19							
		Riverside		0.89							
	ShopRite	ShopRite		free							w/ certificate
		"		0.89							w/o certificate
	Top's	Butterball		0.99							
		Wampler		0.69							
	Upstate	Waldbaum's	Butterball	1.39							
Murray's								1.89			
Shady Brook			0.99								
		Riverside		0.49							
P&C Food		Butterball	1.49	1.29							
		Gold Label	0.99								
		Honeysuckle		1.19							
		Riverside		0.89							
Price Chopper	Butterball	1.29	0.99								
	Plainville							1.99			
	Shady Brook	0.99									
	Tops	Wampler		0.69							
	Wegman's	Wegman's	1.49								
North Carolina	Bloom										
	Food Lion	Butterball		0.89							w/ store card
				1.29							w/o store card
	Harris Teeter	Butterball		0.99							
		HT Premium Hen		0.69							
		" " Tom		0.59							
	Kroger	Shady Brook	0.99								w/ store card
	Ingles	Butterball	1.59	0.89							w/ store card
"		1.89	1.19							w/o store card	
Winn-Dixie	No Label	1.19	0.79								w/ store card
	"	1.39	0.89								w/o store card

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			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	
<b>Pennsylvania Eastern</b>	Acme	Butterball	1.39								
		Lancaster	1.19								
	Food Lion	Butterball		0.89 1.29							w/ store card w/o store card
	Genuardi's	Butterball	1.49								w/ store card
		Jaindl		1.29							w/ store card
		Manor House		0.79							
		Shady Brook	0.99								w/ store card
		" "	1.29								w/o store card
	Landis	Butterball		0.99							
		Norbest		0.69							
		Shady Brook	0.99								
	Martin's	Wampler		0.69							
	P&C Food	Butterball	1.49	1.29							
<b>Western</b>		Gold Label	0.99								
		Honeysuckle		1.19							
		Riverside		0.89							
	Pathmark	Shady Brook	0.99								
	Price Chopper	Butterball	1.29	0.99					1.99		
		Plainville									
		Shady Brook	0.99								
	ShopRite	ShopRite		free							w/ certificate
		"		0.89							w/o certificate
	Super Fresh	Butterball	1.39								
		Honeysuckle		0.49							
		Jennie-O		0.49							
		Murray's							1.89		
		Shady Brook	0.99								
	Wegman's	Wegman's	1.49								
	Food Land	Honeysuckle	0.99								
	Giant Eagle	Giant Eagle		0.79							
		Honeysuckle		0.79							
		Riverside		0.79							
	Shop 'n Save	Honeysuckle	1.29	0.99							
	Tops	Wampler		0.69							
	Wegman's	Wegman's	1.49								

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Market	Outlet	Label	Conventional		Kosher		Organic		Free Range		Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	
Rhode Island	Clement's	Butterball		1.19							
	Shaw's	Butterball	1.19	1.09							w/ store card
		Perdue	1.19								w/ store card
		Shaw's	0.99								w/ store card
		Wild Harvest							1.99		w/ store card
South Carolina	Food Lion	Butterball		0.89							w/ store card
				1.29							w/o store card
	Harris Teeter	Butterball		0.99							
		HT Premium Hen		0.69							
		" " Tom		0.59							
	Ingles	Butterball	1.59	0.89							w/ store card
		"	1.89	1.19							w/o store card
	Kroger	Butterball	1.29	0.99							
		Honeysuckle	1.19	0.99							
	Publix	Butterball	1.39	0.99							
		Publix	1.19	0.69							
	Winn-Dixie	No Label	1.19	0.79							w/ store card
		"	1.39	0.89							w/o store card
Vermont	P&C Food	Butterball	1.49	1.29							
		Gold Label	0.99								
		Honeysuckle		1.19							
		Riverside		0.89							
	Price Chopper	Butterball	1.29	0.99							
		Plainville							1.99		
		Shady Brook	0.99								
	Shaw's	Butterball	1.19	1.09							w/ store card
		Perdue	1.19								w/ store card
		Shaw's	0.99								w/ store card
		Wild Harvest							1.99		w/ store card
Virginia	Farm Fresh	Butterball	1.29	0.99							
		Perdue	0.86								
	Food City	Butterball	1.29	0.89							w/ store card; limit 2 on frozen
		"	1.59	1.39							w/o store card
		Food Club		0.69							w/ store card; limit 2 on frozen
		Jennie-O		1.49							Oven-Ready in a bag; w/ store card
		"	1.19								w/ store card; limit 2 on frozen
		"	1.29								w/o store card
	Food Lion	Butterball		0.89							w/ store card
		"		1.29							w/o store card



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			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	
Virginia (continued)	Giant	Butterball	1.29	1.19							
		Carolina		0.89							
		Empire				1.69					
		Honeysuckle		0.89							
		Perdue		0.89							
		Shady Brook	0.89								
	Harris Teeter	Butterball		0.99							
		HT Premium Hen		0.69							
		" " Tom		0.59							
	Ingles	Butterball	1.59	0.89							w/ store card
		"	1.89	1.19							w/o store card
	Lowe's	House of Raeford		0.69							
		Shady Brook	0.99								
	Kroger	Shady Brook	0.99								w/ store card
	Martin's	Wampler		0.69							
	Shoppers	No Label		0.68							
		Shady Brook	0.88								
	Ukrop's	Butterball		0.99							
		Shady Brook	1.19								
		Ukrop's		0.79							
	Wal-Mart	Butterball		0.87							oven-ready in a bag
		Honeysuckle		0.93							
		Jennie-O		1.96							
		Perdue	0.87								
		Riverside		0.58							
	Wegman's	Wegman's	1.49								
	Winn-Dixie	No Label	1.19	0.79							w/ store card
		"	1.39	0.89							w/o store card
West Virginia	Food Land	Farm Fresh		0.78							
		Wampler	1.29								
	Food Lion	Butterball		0.89							w/ store card
		"		1.29							w/o store card
	Giant Eagle	Giant Eagle		0.79							
		Honeysuckle		0.79							
		Riverside		0.79							
	Kroger	Butterball		0.89							w/ store card
		Honeysuckle	0.99								w/ store card
	Martin's	Wampler		0.69							
	Shop 'n Save	Honeysuckle	1.29	0.99							